

Be Safe Campaign

Crime Prevention: Burglary Barnet, Enfield and Lambeth

COMMUNICATIONS TOOLKIT

21st November 2016

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CAMPAIGN OVERVIEW

About Be Safe

The Be Safe campaign, developed by the Metropolitan Police Service (MPS), aims to use insight, behavioural change techniques and data analysis to tap into Londoners' concerns, and helps them to overcome behavioural barriers and take control of theirs and their families' security.

We launched in October with a focus on burglary in Barnet, Enfield and Lambeth to correspond with the clocks going back, and will follow with different campaign strands at relevant times of the year to deliver crime prevention advice.

We will link this to operational activity so that Londoners can see that we are taking action and feel that they are operating in partnership with the police.

Crime prevention measures aren't hard, but we know that burglary can be something unpleasant that people are sometimes afraid to face up to. So, whilst we don't want to scare people, we know that the way to get people to confront their fear is to help them understand how to deal with it. And empower them to do so, showing them the simple actions they can adopt.

About Be a Hero

Our campaign objectives are to:

- Motivate and mobilise Londoners to take steps to protect themselves and their property from crime.
- Create a collaborative environment wherein Londoners see it as their job to protect themselves and work together.

Be a Hero is a deliberately ironic take on what it means to be heroic, which is meant to make people smile to themselves, re-frame how they look at crime prevention and get them thinking, talking and taking action. Because the reality is that when we perform simple precautionary measures, we are fighting crime in our own way.

There are a range of assets, from humour-led social posts to a mock hero story in a short film that you can share in your digital and social channels that will help bring 'Be a Hero' to life.

Campaign support

We hope you are able to support the campaign. Partners are crucial in helping to deliver the message in the right way and we want to ensure Be Safe supports the great work already happening in these boroughs.

Included in this communications toolkit are:

- Key campaign messages

- Copy to use to communicate about the campaign to organisations and stakeholders who can cascade the message
- Copy to use to communicate about the campaign to residents in Barnet, Enfield and Lambeth
- Social media content
- Facts and statistics

A range of other physical collateral including leaflets and posters will also be available for partners.

Please contact 23red, our Partnerships agency, if you have any questions:
lara.gregorians@23red.com

Key dates

There is paid media activity that will run throughout the campaign, including: mobile display, Facebook carousel and link posts. The Be a Hero social film will be live from 28th November, supporting a media partnership with Global Radio (which comprises stations such as Heart, Capital, LBC and Smooth).

KEY MESSAGES

General

- The Metropolitan Police Service is working to stop criminals and help Londoners keep themselves and their property safe.
- You can be a hero and stop crime before it happens by following our simple crime prevention steps.
- It sounds simple but every small step you take makes your home less attractive to a burglar.
- Act now to keep your home safe.
- We know you can make it harder for the criminals by following our four steps to stay secure.
- Be a hero. Stop crime on your doorstep.

Locks

- **Headline: LOCK THEM OUT.**
- **Long copy:**
 - Burglars get in through windows as well as doors. Fit deadlocks to both – and remember to lock them.
 - We know as many burglars enter through a window as through a door. Close and lock all your doors and windows.
- **Short copy: Lock all windows and doors.**

Lights

- **Headline: KEEP THEM GUESSING.**
- **Long copy:**
 - The nights are getting longer. So leave a light on when the streetlights come on. It keeps burglars in the dark.
 - We know burglars like the longer nights. If the streetlights are going to come on before you're home, make sure you leave a light on.
- **Short copy: Leave a light on after dark.**

Valuables

- **Headline: HIDE AND KEEP.**
- **Long copy:**
 - Keep your valuables away from prying eyes. Make sure they can't be seen from outside.
 - Always keep valuables, like laptops and tablets, out of sight and never leave them near a door, letterbox or window. Double check if they have been left in sight.
- **Short copy: Hide valuables from prying eyes.**

Double locks

- **Headline: DOUBLE LOCK.**
- **Long copy:**
 - Shutting isn't locking, and it won't keep the burglars out.
 - Remember to double lock your doors, even if you're only out for a few minutes.
- **Short copy:**
 - Double lock doors even if you're only away for a few minutes.

LONG AND SHORT COPY

Copy to send to those who can support the campaign

The Be Safe campaign, developed by the Metropolitan Police Service (MPS), aims to use insight, behavioural change techniques and data analysis to tap into Londoners' concerns, and helps them to overcome behavioural barriers and take control of theirs and their families' security.

Crime prevention measures aren't hard, but we know that burglary can be something unpleasant that people are sometimes afraid to face up to. So, whilst we don't want to scare people, we know that the way to get people to confront their fear is to help them understand how to deal with it. And empower them to do so, showing them the simple actions they can adopt.

We have a range of free physical, digital and social assets that we invite you to use to help us deliver this important advice to as many residents as possible. To find out more, <INSERT LINK TO COMMS TOOLKIT / CONTACT 23red>

Consumer-facing copy (for residents of Barnet, Enfield and Lambeth)

Long copy – all boroughs

Did you know that burglaries go up when the nights get longer?

It sounds simple but there are small steps you can take to make your home less attractive to a burglar.

- **LOCK THEM OUT.** We know as many burglars enter through a window as through a door. Close and lock all your doors and windows.
- **KEEP THEM GUESSING.** The nights are getting longer. So leave a light on when the streetlights come on. It keeps burglars in the dark.
- **HIDE AND KEEP.** Always keep valuables, like laptops and tablets, out of sight and never leave them near a door, letterbox or window. Double check if they have been left in sight.
- **DOUBLE LOCK.** Shutting isn't locking, and it won't keep the burglars out.

Don't let your home be at risk. Be a hero. Stop crime on your doorstep. For more burglary prevention advice visit www.met.police.uk/burglary

Long copy - Barnet

Did you know that most burgled homes in Barnet have been entered through the front door?

It sounds simple but there are small steps you can take to make your home less attractive to a burglar.

- **LOCK THEM OUT.** We know as many burglars enter through a window as through a door. Close and lock all your doors and windows.
- **KEEP THEM GUESSING.** The nights are getting longer. So leave a light on when the streetlights come on. It keeps burglars in the dark.
- **HIDE AND KEEP.** Always keep valuables, like laptops and tablets, out of sight and never leave them near a door, letterbox or window. Double check if they have been left in sight.
- **DOUBLE LOCK.** Shutting isn't locking, and it won't keep the burglars out.

Most burglaries in Barnet take place during the working day, between 8am-7pm. Don't let your home be one of them. Be a hero. Stop crime on your doorstep. For more burglary prevention advice visit www.met.police.uk/burglary

Long copy - Enfield

Did you know that almost a quarter of the homes burgled in Enfield had been left unsecured?

It sounds simple but there are small steps you can take to make your home less attractive to a burglar.

- **LOCK THEM OUT.** We know as many burglars enter through a window as through a door. Close and lock all your doors and windows.
- **KEEP THEM GUESSING.** The nights are getting longer. So leave a light on when the streetlights come on. It keeps burglars in the dark.
- **HIDE AND KEEP.** Always keep valuables, like laptops and tablets, out of sight and never leave them near a door, letterbox or window. Double check if they have been left in sight.
- **DOUBLE LOCK.** Shutting isn't locking, and it won't keep the burglars out.

Most burglaries in Enfield take place between 12-4pm and 1-6am. Don't let your home be one of them. Be a hero. Stop crime on your doorstep. For more burglary prevention advice visit www.met.police.uk/burglary

Long copy - Lambeth

Did you know that almost a third of the homes burgled in Lambeth had been left unsecured?

It sounds simple but there are small steps you can take to make your home less attractive to a burglar.

- **LOCK THEM OUT.** We know as many burglars enter through a window as through a door. Close and lock all your doors and windows.
- **KEEP THEM GUESSING.** The nights are getting longer. So leave a light on when the streetlights come on. It keeps burglars in the dark.
- **HIDE AND KEEP.** Always keep valuables, like laptops and tablets, out of sight and never leave them near a door, letterbox or window. Double check if they have been left in sight.
- **DOUBLE LOCK.** Shutting isn't locking, and it won't keep the burglars out.

Most burglaries in Lambeth take place during the day, peaking between 2-5pm. Don't let your home be one of them. Be a hero. Stop crime on your doorstep. For more burglary prevention advice visit www.met.police.uk/burglary

Short copy (85 words)

ENFIELD: Did you know that almost a quarter of the homes burgled in Enfield had been left unsecured?

BARNET: Did you know that most burgled homes in Barnet have been entered through the front door?

LAMBETH: Did you know that almost a third of the homes burgled in Lambeth had been left unsecured?

You can be a hero and stop crime before it happens by following our four simple crime prevention steps.

1. **LOCK THEM OUT.** Lock all windows and doors.
2. **KEEP THEM GUESSING.** Leave a light on after dark.
3. **HIDE AND KEEP.** Hide valuables from prying eyes.
4. **DOUBLE LOCK.** Double lock doors even if you're only away for a few minutes.

For more burglary prevention advice visit www.met.police.uk/burglary

SOCIAL CONTENT

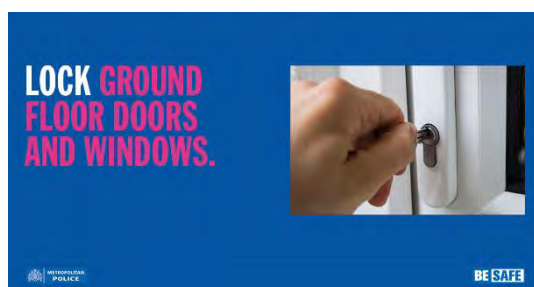
Facebook

Lock Doors & Window

Post Copy – Enfield: Almost a quarter of the homes burgled in Enfield had been left unsecured.
BE A HERO. STOP CRIME BEFORE IT HAPPENS.
For more burglary prevention advice visit www.met.police.uk/burglary

Post Copy – Lambeth: Almost a third of the homes burgled in Lambeth had been left unsecured.
BE A HERO. STOP CRIME BEFORE IT HAPPENS.
For more burglary prevention advice visit www.met.police.uk/burglary

Post Copy – Barnet: Most burgled homes in Barnet have been entered through the front door.
BE A HERO. STOP CRIME BEFORE IT HAPPENS.
For more burglary prevention advice visit www.met.police.uk/burglary



OR

Humour-led post copy
– all boroughs:

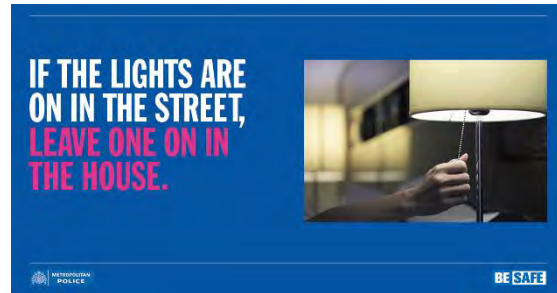
Lock ground floor doors and windows. Don't let thieves in when you go out.
BE A HERO. STOP CRIME BEFORE IT HAPPENS.
For more crime-fighting tips visit www.met.police.uk/burglary



Lights

Post Copy – all boroughs:

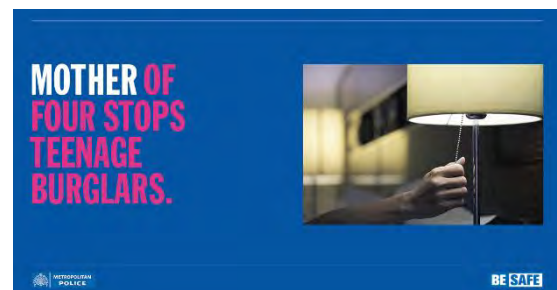
Burglaries go up when the nights get longer.
BE A HERO. STOP CRIME BEFORE IT HAPPENS.
For more burglary prevention advice visit
www.met.police.uk/burglary



OR

Humour-led post copy
– all boroughs:

If the lights are on in the street, leave one on in the house. And fight crime after dark.
BE A HERO. STOP CRIME BEFORE IT HAPPENS.
For more crime-fighting tips visit www.met.police.uk/burglary



Double Lock

Post Copy - Enfield:

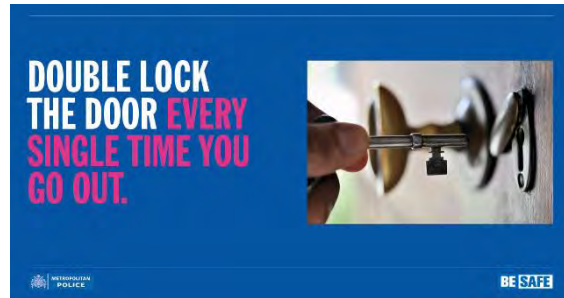
Burglaries in Enfield peak between 12 and 4pm.
BE A HERO. STOP CRIME BEFORE IT HAPPENS.
For more burglary prevention advice visit www.met.police.uk/burglary

Post Copy – Lambeth:

Burglaries in Lambeth peak between 2 and 5pm.
BE A HERO. STOP CRIME BEFORE IT HAPPENS.
For more burglary prevention advice visit www.met.police.uk/burglary

Post Copy – Barnet:

21% of homes burgled in Barnet had been left unsecured.
BE A HERO. STOP CRIME BEFORE IT HAPPENS.
For more burglary prevention advice visit www.met.police.uk/burglary



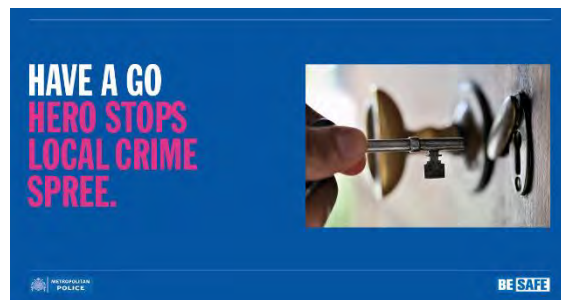
OR

Humour-led post copy
– all boroughs:

Simply shutting your door won't prevent burglaries. Double lock the door every single time you go out.

BE A HERO. STOP CRIME BEFORE IT HAPPENS.

For more crime-fighting tips visit www.met.police.uk/burglary



Hidden Valuables

Post Copy - Enfield: Jewellery, watches and laptops are some of the top items stolen by burglars in Enfield.

BE A HERO. STOP CRIME BEFORE IT HAPPENS.

For more burglary prevention advice visit www.met.police.uk/burglary

Post Copy - Lambeth: Jewellery, computers and laptops are the top items stolen by burglars in Lambeth.

BE A HERO. STOP CRIME BEFORE IT HAPPENS.

For more burglary prevention advice visit www.met.police.uk/burglary

Post Copy - Barnet: Jewellery, watches and laptops are some of the top items stolen by burglars in Barnet.

BE A HERO. STOP CRIME BEFORE IT HAPPENS.

For more burglary prevention advice visit www.met.police.uk/burglary



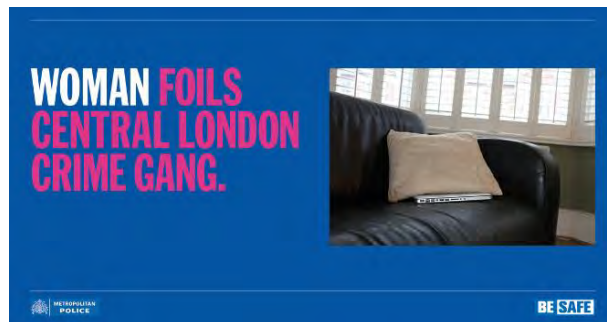
OR

Humour-led post copy
– all boroughs:

















Think what they can see from the street. Keep valuables hidden from prying eyes, and keep your goods for good.

BE A HERO. STOP CRIME BEFORE IT HAPPENS.

For more crime-fighting tips visit www.met.police.uk/burglary



Twitter

<p>Clocks</p>  <p>FATHER OF FOUR FOILS BURGLARS AFTER DARK. WHEN CLOCKS GO BACK, BURGLARS GET AN EXTRA HOUR OF DARKNESS. LEAVE A LIGHT ON IN THE HOUSE.</p> <p> BE SAFE</p>	<p>Doors and Windows</p>  <p>PENSIONER STOPS CRIME SINGLE HANDEDLY. LOCK GROUND FLOOR DOORS AND WINDOWS. DON'T LET THIEVES IN WHEN YOU GO OUT.</p> <p> BE SAFE</p>
<p>Double Lock</p>  <p>HAVE A GO HERO STOPS LOCAL CRIME SPREE. SIMPLY SHUTTING YOUR DOOR WON'T PREVENT BURGLARIES. DOUBLE LOCK THE DOOR EVERY SINGLE TIME YOU GO OUT.</p> <p> BE SAFE</p>	<p>Lights</p>  <p>MOTHER OF FOUR STOPS TEENAGE BURGLARS. IF THE LIGHTS ARE ON IN THE STREET, LEAVE ONE ON IN THE HOUSE. AND FIGHT CRIME AFTER DARK.</p> <p> BE SAFE</p>
<p>Timer Lights</p>  <p>WOMAN BEATS CRIME GANG WHILST ON HOLIDAY. KEEP BURGLARS IN THE DARK. USE TIMER LIGHTS WHILST AWAY.</p> <p> BE SAFE</p>	<p>Uncollected post</p>  <p>LOCAL MAN EASILY FOOLS CRIMINAL MASTERMINDS. UNCOLLECTED POST BRINGS UNINVITED GUESTS. IF YOU'RE GOING AWAY, DON'T ADVERTISE YOUR ABSENCE TO CRIMINALS. CANCEL POST DELIVERIES.</p> <p> BE SAFE</p>
<p>Valuables</p>  <p>WOMAN FOILS CENTRAL LONDON CRIME GANG. THINK WHAT THEY CAN SEE FROM THE STREET. KEEP VALUABLES HIDDEN FROM PRYING EYES, AND KEEP YOUR GOODS FOR GOOD.</p> <p> BE SAFE</p>	<p>Asian Gold</p>  <p>MUM SAVES FAMILY FROM CATASTROPHIC LOSS. CONSIDER SAFE STORAGE OPTIONS TO KEEP YOUR FAMILY GOLD SECURE. IF YOU TREASURE IT, KEEP IT IN THE FAMILY.</p> <p> BE SAFE</p>

Copy to sit in the Twitter post, above the image:
BE A HERO. STOP CRIME BEFORE IT HAPPENS. #BeSafe

FACTS AND STATS

General

- Burglaries go up when the nights get longer.
- The top five stolen goods in households:
 - Laptops & tablets.
 - Smart phones.
 - Cash and jewellery.
 - Bicycles.
 - Home entertainment kit.

Barnet

- Most burglaries in Barnet take place during the working day, between 8am-7pm.
- 25% of burgled properties in Barnet were left unsecured.

Enfield

- Most burglaries in Enfield take place between 12-4pm and 1-6am.
- 24% of burgled properties in Enfield were not secured.

Lambeth

- Most burglaries in Lambeth take place during the day, peaking between 2-5pm.
- 31% of burgled properties in Lambeth were not secured.